

Fig. 1

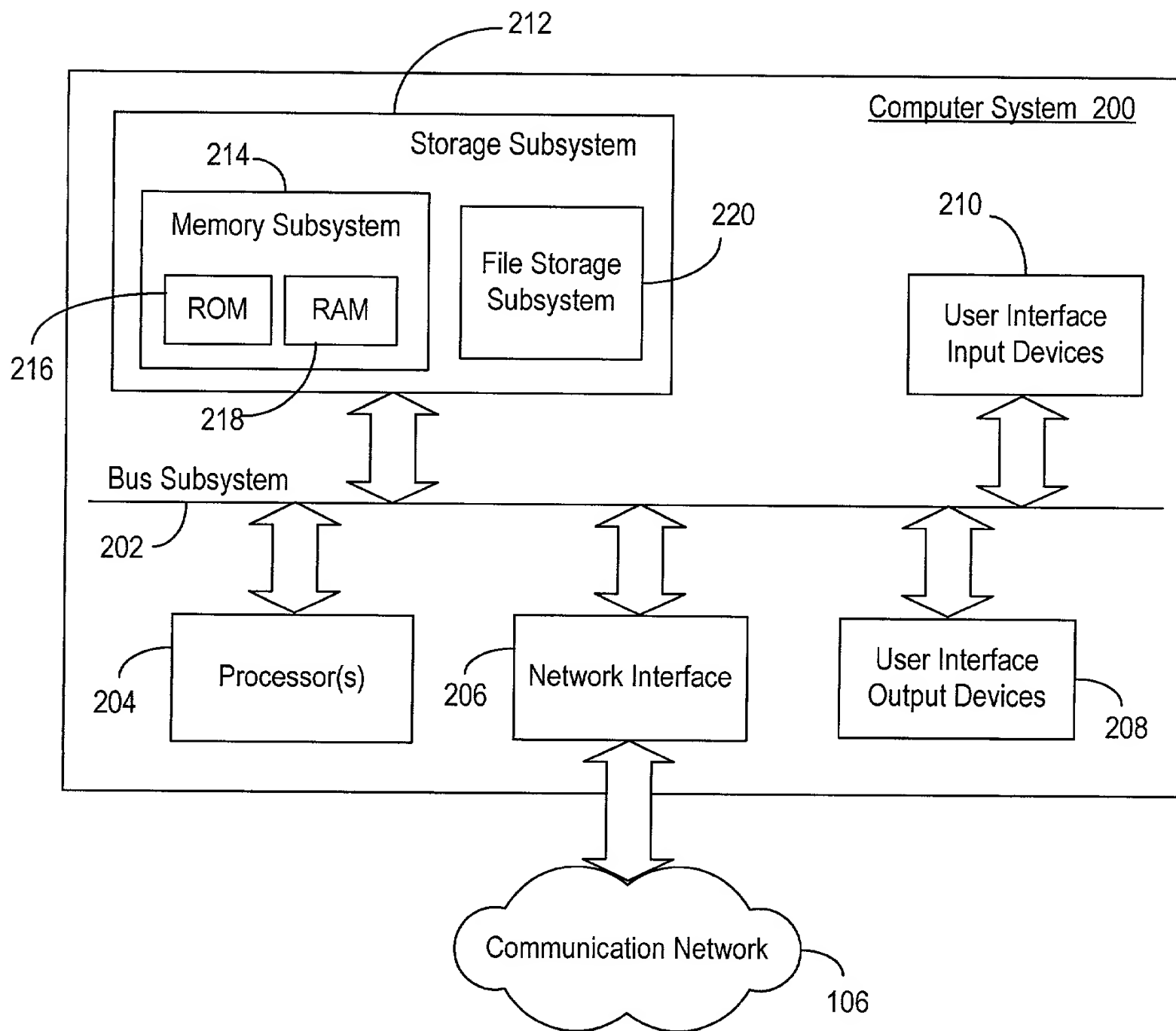


Fig. 2

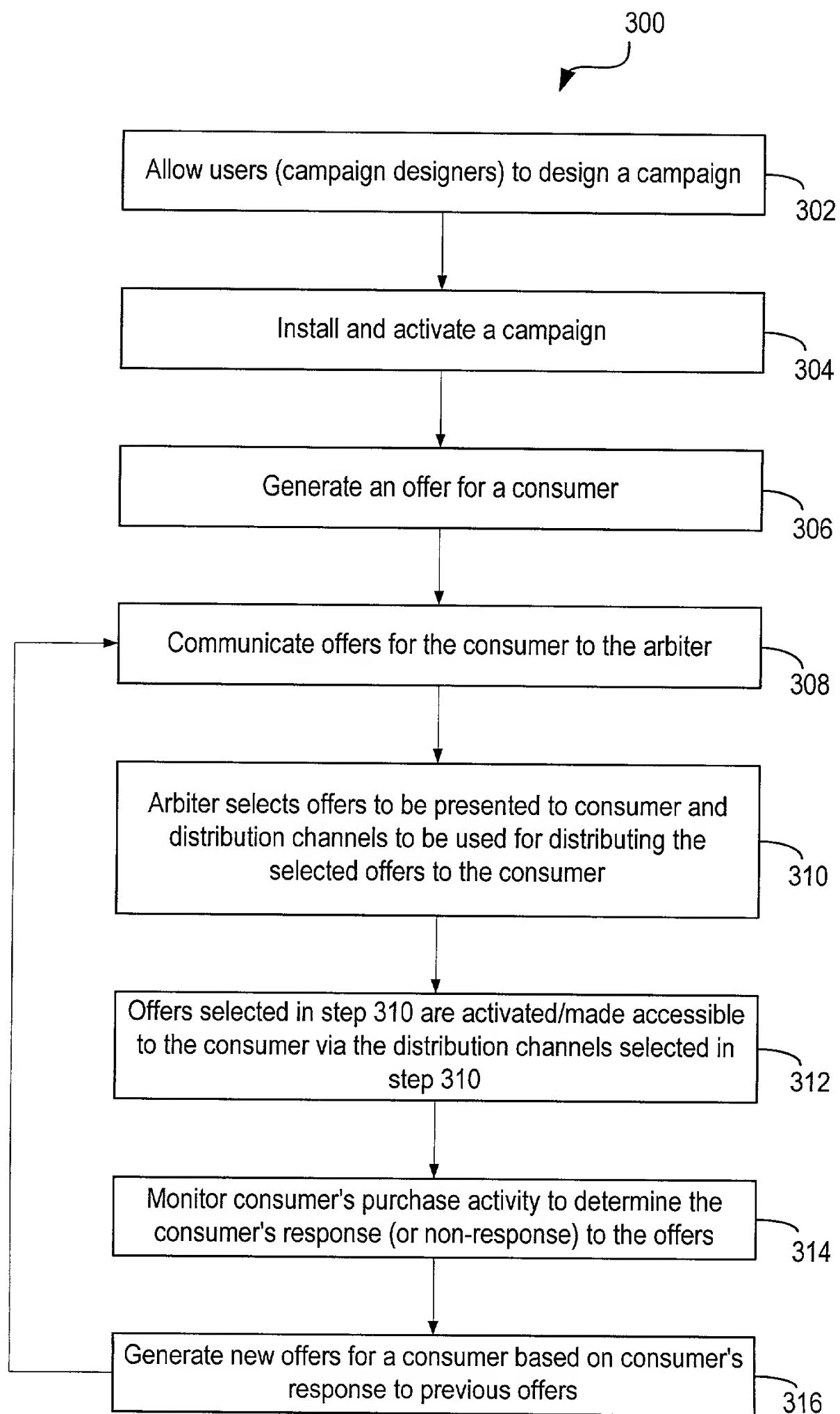


Fig. 3

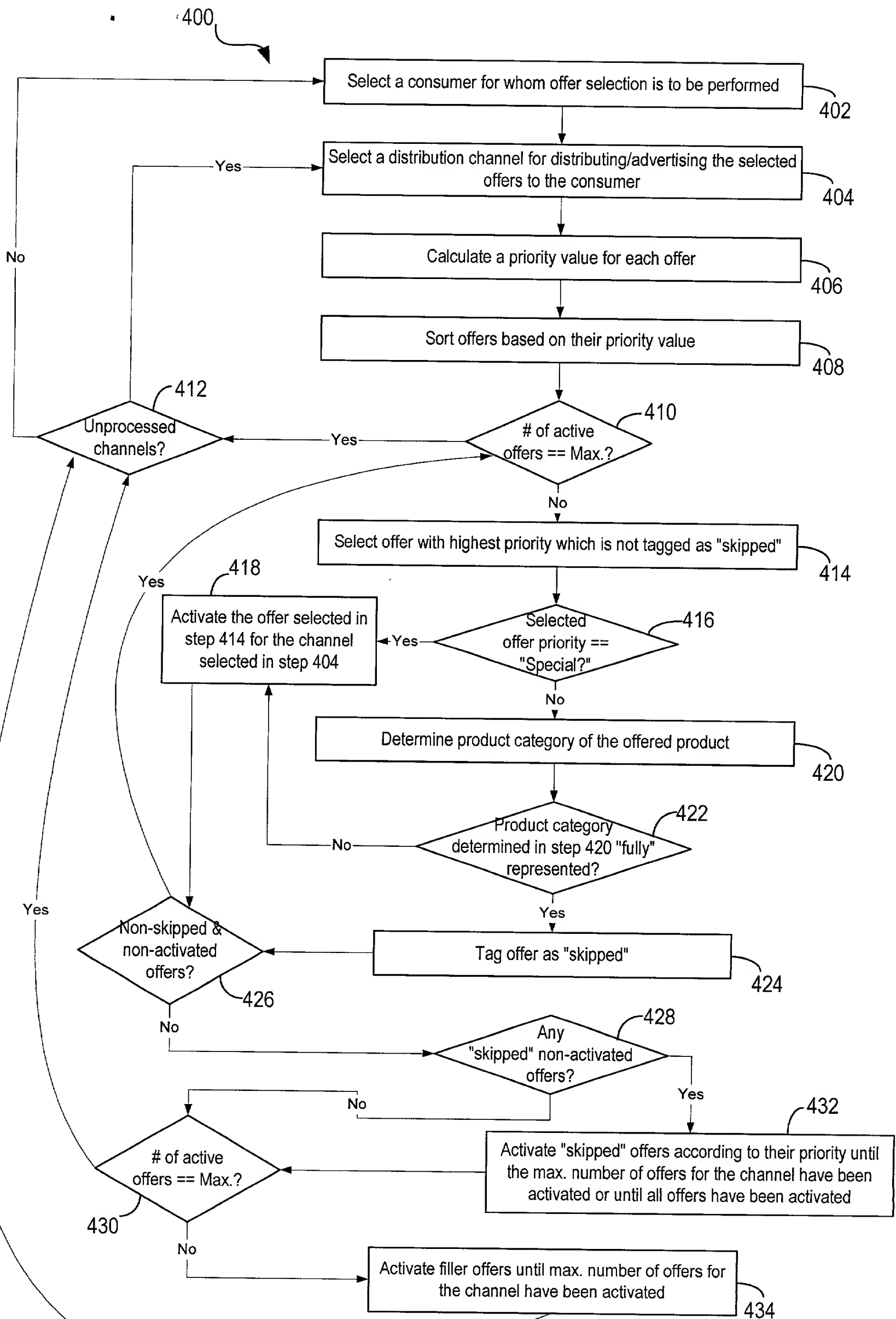


Fig. 4

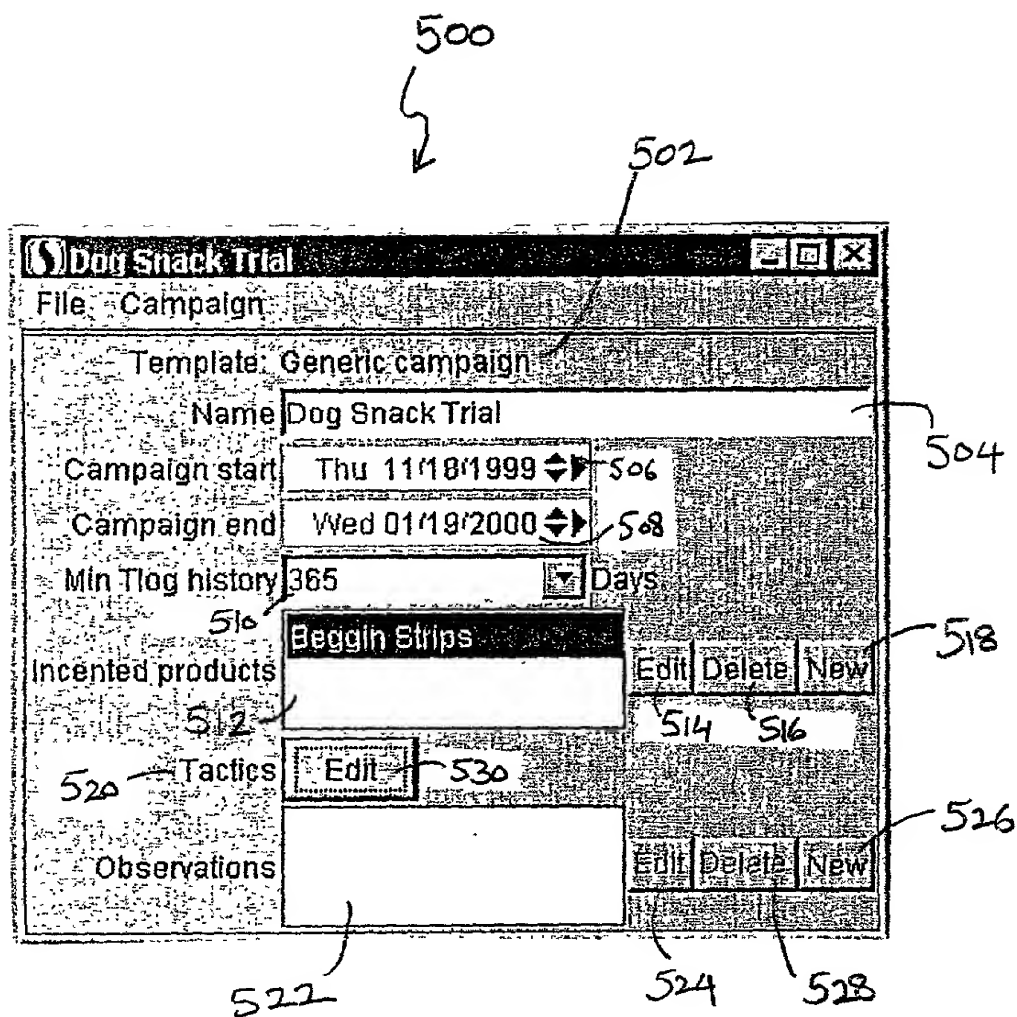


Fig. 5

600



incented_products

Beggin Strips

Name Beggin Strips

Advertised Product 604 beggininst.. Edit New

Shelf Price \$3.00 606

Club price \$2.50 608

Good \$2.50 610

Better \$2.25 612

Best \$2.00 614

Break Even Retail \$1.50 616

Min ad availability 7 days 618

Max ad availability No Limit days 620

Limit per trip 3 items 622

Limit per shopper No Limit items 624

Priority 626

low 9 8 7 6 5 4 3 2 high

Ad Optional After Never offers 628

Shopper budget \$0.00 630

Min Product Budget \$ 632

Target Product Budget \$ 634

Max Product Budget \$ 636

Min CPG Budget \$ 638

Target CPG Budget \$ 640

Max CPG Budget \$ 642

OK Cancel

602

Fig. 6

700



Observation

dog food buyers

Name dog food buyers

Scope shopper

Type int

Measurement Occasions

Products

dog food

Time Unit TLog Interval

☒ Specify start date Thu 11/18/1999

☒ Specify end date Wed 11/18/1998

Description

Import

OK Cancel

Fig. 7

800



Products

dog food | dog snacks

Name: dog food Redisplay

☐ 23 CANNED FISH & MEAT
☐ 24 READY TO EAT PREPARED FOODS
☐ 25 SOUPS
☐ 26 BEANS/RICE & PASTA
☐ 27 DIET FOODS & NEEDS, ETHNIC & GOURMET SPECIALTY
☐ 28 PASTA & PASTA SAUCE
☐ 30 PAPER/FOIL & PLASTICS
☐ 31 DETERGENTS & LAUNDRY NEEDS
☒ 32 PET FOOD/PET NEEDS

☒ 3201 DOG FOOD WET
☒ 3202 DOG FOOD DRY
☒ 3203 DOG FOOD SOFT MOIST
☐ 3204 DOG FOOD SNACKS
☐ 3206 CAT FOOD WET
☐ 3207 CAT FOOD DRY
☐ 3208 CAT FOOD SOFT MOIST
☐ 3209 CAT FOOD SNACKS/DRINKS
☐ 3210 CAT LITTER & DEODORANT
☐ 3290 PET SUPPLIES
☐ 3295 WILD BIRD FOOD/TREATS
☐ 33 TOBACCO AND SMOKING NEEDS
☐ 34 CHARCOAL/LOGS & OTHER FUELS
☐ 36 REFRIGERATED DAIRY

Product set expression

(SMIC is-in-tree 3201 or SMIC is-in-tree 3202 or SMIC is-in-tree 3203)

Product set members

UPC	NAME	BRAND	PACK SIZE	SIZE	SMIC
1780044545	PURINA FI...	00000	00001.00	20.00 LB	320202
1113200364	ALPO PRI...	00000	00024.00	13.20 OZ	320102

OK Cancel

806

802

804

808

Fig. 8

900
↓

Shoppers

buys dog food

Name: buys dog food

Combine criteria with: and

Add New Criterion: Decile Preferred Product Named Shopper Set Comparison

1

Observations

912 dog food buyers Edit Delete New

Comparison Operator

Criteria: >=

Amount: 2

Expression: ((dog food buyers >= 2))

OK Cancel

902

918

Fig. 9

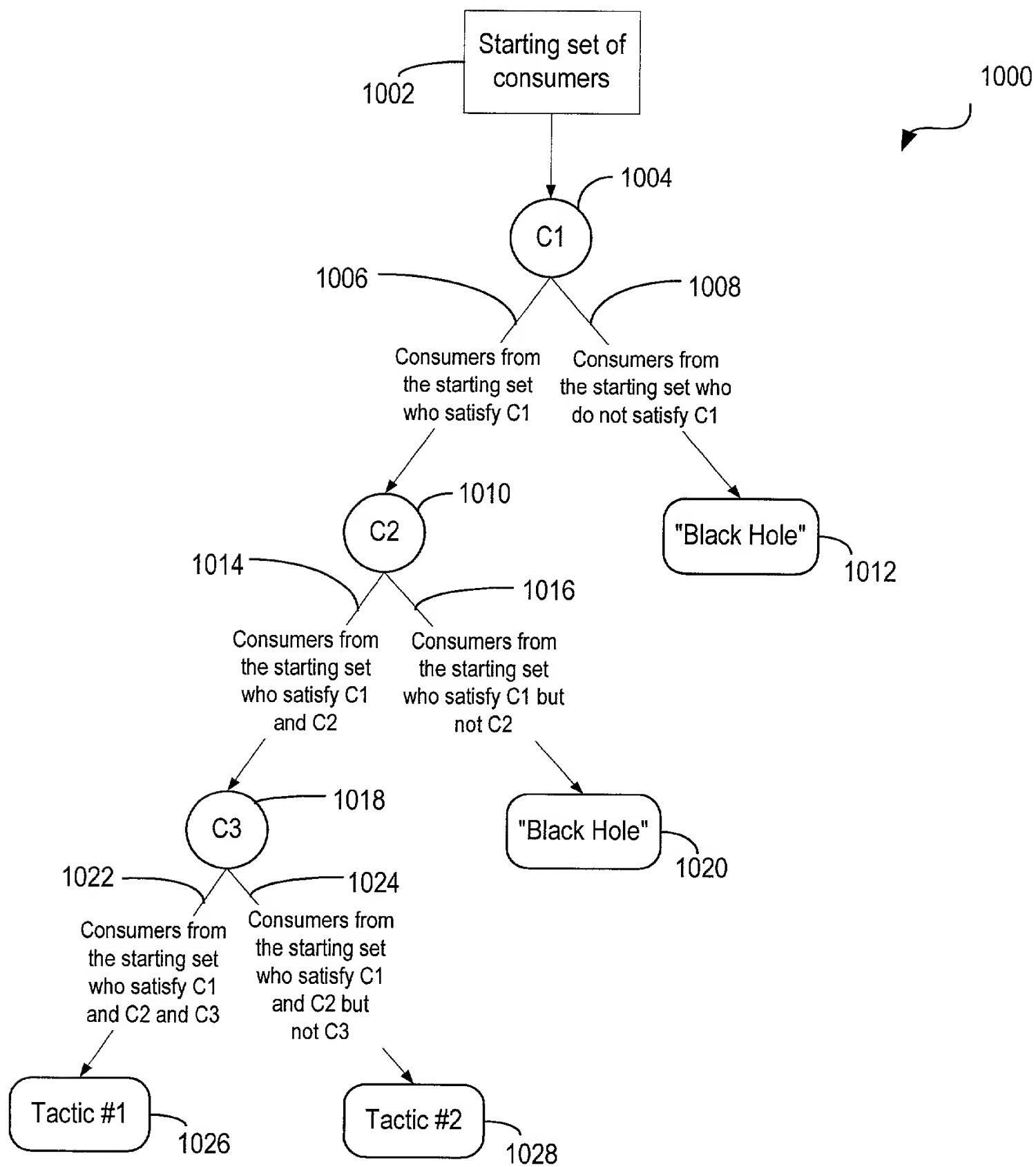


Fig. 10

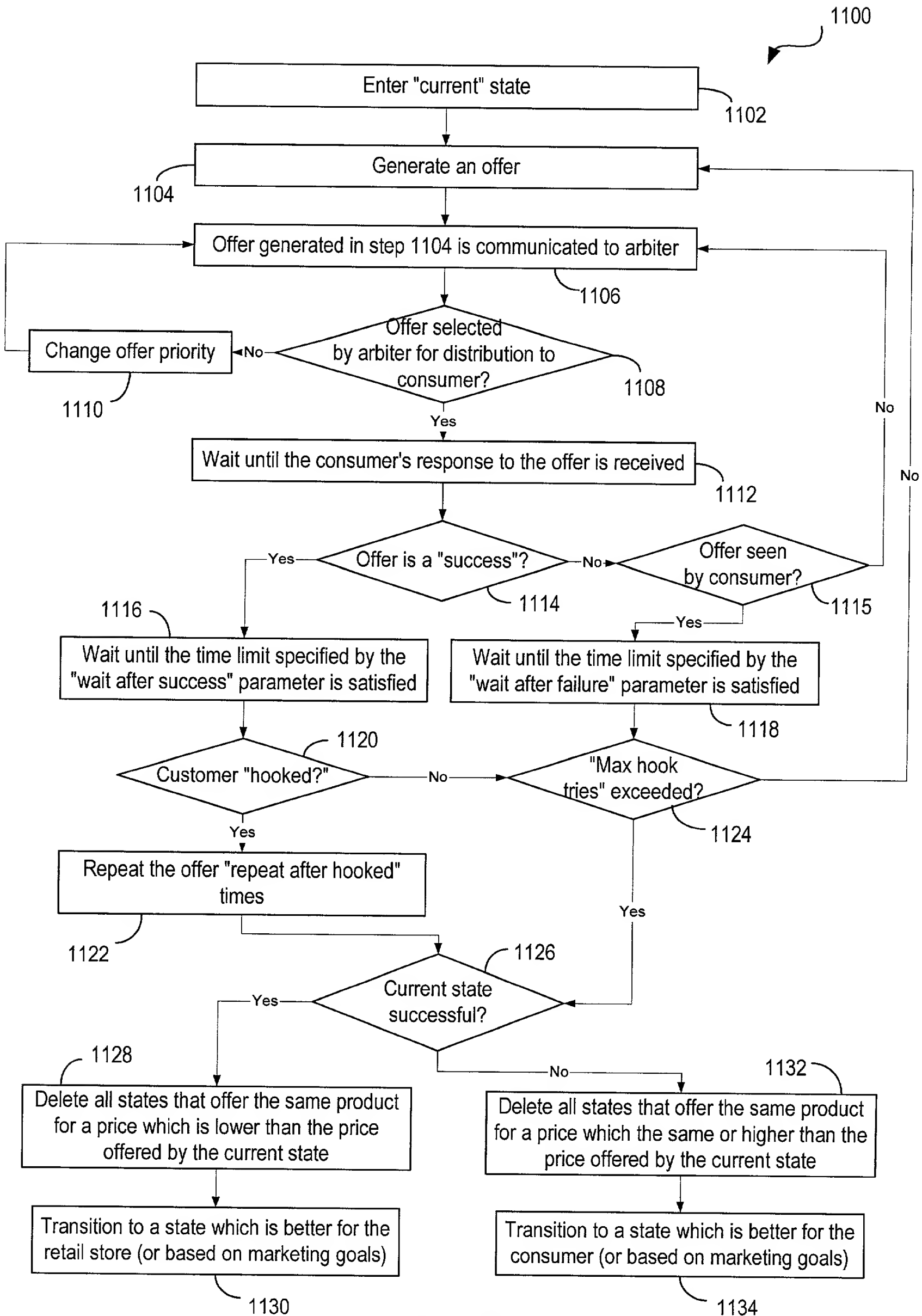


Fig. 11

dog snack trial incentive

Name dog snack trial incentive

Start	Incented Product	Tier
	Beggin Strips	Good
	Beggin Strips	Better
	Beggin Strips	Best

↑ Better for store

↓ Better for shopper

Wait After Success 0 days

Wait After Failure 0 days

Max Tries To Hook 2

Hook Count 2

Repeats after hooked 2

Priority 1 2 3 4 5 6 7 8 9 low high

OK Cancel

Fig. 12